



MAYOR AND COUNCIL AGENDA

NO. 5

DEPT.: Recreation and Parks

DATE PREPARED March 14, 2005

STAFF CONTACT: Burt Hall, Director of R&P

FOR MEETING OF: March 21, 2005

SUBJECT: Public Art in Rockville Town Square

RECOMMENDATION: The Art in Town Center Task Force and City staff recommend approval of the proposed public art projects for Town Square as described in the Call For Entries for Art in Public Places in Rockville Town Square (Attachment #1 @ circle 1). These recommendations pertain to locations, themes, submission requirements and schedules. The Call For Entries solicits proposals from bona-fide artists for nine, site-specific public art projects (Attachment #5 @ circle 17), with a total procurement budget of \$475,000, plus an additional \$25,000 for administration costs (primarily for honorariums paid to selected finalist artists plus meeting expenses).

It is recommended that these public art selections be made utilizing the City's Full and Open Competition process as outlined in the Art in Public Places Master Plan (Attachment #2 @ circle 8). Art selection committees will be made up of citizens, Cultural Arts Commission members, developer representatives, art experts and City staff.

DISCUSSION: The overall guidelines for public art projects in Town Square, recommendations for specific sites, and the guidelines and budgetary amounts for each site were developed by the Art in Town Center Task Force, which met six times between summer 2004 and winter 2005. The Mayor and Council provided guidance to the Task Force makeup; prospective members were invited to participate via a letter from Mayor Giammo (Attachment #3 @ circle 12). Copies of the Mayor's invitation letter and a roster of the Task Force members (Attachment #4 at circle 14) are attached.

Background, Context and Process

The work of the Art in Town Center Task Force was grounded on the recommendations in the report generated by Lee & Associates, Inc., led by consultant Charles Zucker – Rockville Town Center Recommendations for the Arts and Arts-Related Activities. Mr. Zucker, along with Task Force participants, presented this report to the Mayor and Council on March 29, 2004. To develop the recommendations the Lee & Associates team incorporated recommendations from the City's Comprehensive Master Plan, Town Center Master Plan, Master Plan for the Arts, Art in Public Places Master Plan and other documents. The consultant team also met with the Mayor and Council, Town Square developers, Town Center landowners and business-owners, neighborhood groups, civic associations, arts organizations (RAP and The Musical Theatre Center), the Cultural Arts Commission, Historic District Commission, Recreation and Park Advisory Board, Peerless Rockville, Planning Commission, WMATA, REDI, Chamber of Commerce and City staff.

The Art in Town Center Task Force decided to focus their recommendations for public art sites within the Town Square area currently under re-development. In addition to the Lee & Associates Report, the Task Force used the Town Square model, the Town Center Master Plan, and working

construction drawings as aides for their discussions and decision-making processes.

As reflected in the Call for Entries document (attached), the Task Force was very concerned that interested artists are put on notice site that their proposals must be specific to Rockville and the Town Square project.

"These site specific public art projects are seen as opportunities to honor and embrace Rockville's long history and rich cultural diversity. The presence of public art throughout the area is viewed as a means to engage and involve those who visit for the first time as well as those who experience Rockville Town Square daily. These public art projects will become part of the identity of Rockville. All finalists must identify how their proposed project is significant to Rockville in content. How does the art relate to Rockville's "past present and/or future?" How does the art embody the "who, what, when or where" of Rockville?"

Specific Recommendations to Be Discussed at the Worksession

- The Call for Entries defines/discusses themes, eligibility of artists, location, budgets, submission requirements, schedules and contractual information.
- Nine Public Art Opportunities are identified. Many of these public art sites were *designed into* the Town Square project. Examples include the architectural niches on the façade at the north end of N. Washington St., the fountain base at the intersection of Beall and Maryland Avenues, and others. Other recommended project sites were not necessarily contemplated during design of the project, such as the mural/banner on Middle La. or the surface-grade artwork for the Maryland Ave. sidewalks.
- No public artwork is recommended for the Town Plaza at this time. The Task Force recommends installation of temporary public art in the Town Plaza as an initial step.
- A budget amount is identified for each site. This is an all-inclusive budget, including site work, artwork, lighting, and all other materials, labor, etc. to complete the installation.
- The Task Force and staff are recommending that the Call for Entries be distributed nationwide to the City's mailing list of approximately 2,100 artists.
- An additional project is recommended which entails purchase of equipment and ongoing operating funding to support projection of large art images (slides) onto the north-facing wall of the Victoria Building. The Special Events Division staff would manage this project. Images would be displayed on selected, mostly weekend evenings throughout the year.

Options Considered: Numerous proposals were presented for consideration during the meetings of the Art in Town Center Task Force. Recommendations were arrived at by Task Force consensus.

Fiscal Impact: The total project of budget of \$500,000 is funded from three sources:

- \$247,000 from the Town Square project (CIP Acct # 420-900-0A80). This contribution meets the funding requirements under the Art in Private Development Ordinance.
- \$107,245 from the Art in Public Places Project (CIP – Acct # 420-900-9A61). The Art in Public Places Project is funded via a \$1 per capita contribution each year. Art in Public Places funds have been intentionally "banked" over multiple years to generate this level of funding for Art in Town Center projects.
- \$145,755 from the 1% Art in Architecture Project (CIP – Acct #420-900-9B61). Funding from the 1% Art in Architecture project is derived from funds "pooled" from various City projects eligible for 1% art funding.

Change in Law or Policy: none

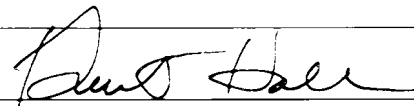
Boards and Commissions Review: The Cultural Arts Commission, the Recreation and Park Advisory Board and the Historic District Commission were all represented on the Art in Town Center Task Force.

Next Steps:

- Finalize Call for Entries and mail to national list – approximately 2,100 artists. (April 2005)
- Determine participation on Artist Nomination Committees. The concept is to form three to four committees to review the proposals for the nine sites. Artist Nomination Committees generally have representatives from the Cultural Arts Commission, neighborhood residents, and local art experts. Members of the Art in Town Center Task Force, and representatives from FRIT and RD Rockville will be asked to serve on one or two of the committees. Opportunities will be available for other citizens to serve. (April-May 2005)
- Select three to five finalists for each site. (August-September 2005)
- Receive finalists' proposals. (November 2005)
- Select winning proposal for each site. (January 2006)
- Contract with artists for each site. (January-February 2006)
- Monitor production of the artwork (February-July 2006)
- Install artwork prior to ribbon cutting for the Town Square Project. (August-October 2006)

NOTE: The Cultural Arts Commission and Task Force members consider these projects, focused on Town Square, to be *phase one* of public art for Town Center. Projects have been discussed for already-developed sections of Town Center, such as the staircase leading up to the Metro promenade adjacent to Monroe St. Inclusion of public art in future Town Center re-development sites will remain a priority.


PREPARED BY:


Burt Hall, Director of Recreation and Parks

3.15.05

Date

APPROVED BY:


Scott Ullery, City Manager

3/16/05

Date

LIST OF ATTACHMENTS:

- Rockville Town Square Call For Entries
- Outline of City Full and Open Selection Process for Public Art Projects
- Mayor's Invitation Letter to Prospective Art in Town Center Task Force Participants
- Art in Town Center Task Force Roster

Public Art in Rockville Town Square

ATTACHMENT #1

CALL FOR ENTRIES

City of Rockville

Art in Public Places

Rockville Town Square Call for Entries

The City of Rockville, in partnership with RD Rockville, LLC and Federal Realty Investment Trust, is pleased to announce Call for Entries for nine public art projects in support of a \$500,000 commitment to integrate publicly accessible art into a vibrant **Rockville Town Square** where “progress lies...not in enhancing what is – but advancing toward - what will be” a completely new redeveloped area within the active core of Rockville’s Town Center.

These site-specific public art projects are seen as opportunities to honor and embrace Rockville’s long history and rich cultural diversity. The presence of public art throughout the area is viewed as a means to engage and involve those who visit for the first time as well as those who experience **Rockville Town Square** daily. These public art projects will become part of the identity of Rockville. All finalists must identify how their proposed project is significant to Rockville in content. How does the art relate to Rockville’s “past, present and/or future?” How does the art embody the “who, what, when or where” of Rockville?

Rockville Town Square is a 15-acre project that will create an active destination featuring a mixed-use environment with: street level retail, restaurants and shops, more than 600 residential units built in the four stories above the retail, a new cultural arts building for the visual arts; a public plaza designed to host concerts and other special events, a new Rockville Regional Library (the largest in the Montgomery County system) and three parking garages. **Rockville Town Square** is one block from the Rockville Metro station serving the Washington DC metropolitan region and Rockville Pike/Route 355 a main artery of the City of Rockville and surrounding Montgomery County. The area is also within a short walking distance of many Rockville neighborhoods.

The development cost for **Rockville Town Square** is \$352 million. This unique project has the private sector contributing \$264 million and the public sector \$88 million. Investors include the City of Rockville, Montgomery County, State of Maryland, the Federal government, RD Rockville, LLC, and Federal Realty Investment Trust. Adjoining properties are being developed by Foulger-Pratt, KSI Services, Inc., and Rockville Center Inc. all augmenting the mixed-use needs of the community.

In addition to the public art opportunities presented here, Federal Realty Investment Trust is contracting with Selbert-Perkins Environmental Graphics to help create an overall sense of place for the redevelopment project. Their efforts will address: “Identification” – street gateways, aspects of the parking garages, etc. “Directions” – pedestrian signage, kiosks, vehicular signage, etc. and “Amenities” – surface engravings, and other elements, that all combine to help tell the story of Rockville and its Town Center.

On June 15, 2004, the ground breaking for **Rockville Town Square** was held. The targeted schedule to open is late 2006.

Rockville Town Square PUBLIC ART PROJECTS

Theme

All public art proposals must be unique and original to each of the Rockville Town Square sites. Selection of a theme and/or content or subject matter for each art project is left to the discretion of each artist per location. All finalists will be provided resources to better understand the history and diversity of the people and places that comprise Rockville. All commissioned works of art must be relevant to Rockville.

Eligibility

Open to all artists.

Location

All projects are for site-specific exterior works of art within the **Rockville Town Square**.

Media

No media restrictions have been established in order to ensure maximum creativity for participating artists. However, durability, safety and minimal maintenance needs are absolutely required.

Budgets

Each project will be completed through the “all-inclusive” budget noted. Funds must cover design work, engineering, fabrication, transportation, delivery, site preparation, installation of the work at the site, as well as other associated expenses including liability insurance, worker’s compensation insurance, all necessary travel and the artist’s fee.

Project Coordination

Identification of project needs as well as the planning and implementation of the public art project is the responsibility of the artist.

Contracts

All awarded public art commissions will be contracted through the City of Rockville.

Facilitation

City of Rockville staff and the Cultural Arts Commission will help facilitate each art project through identification of resources and provision of points of contact to ensure appropriate coordination of the artist’s needs to that of the construction site.

Public Art Opportunities

1. **North Washington Street Façade 1**

6 grills over parking garage open vents each approximately 10’ x 14’

Budget \$90,000

These street level openings must provide as-designed airflow for ventilation of the parking garage while creating visual intrigue for the pedestrians and vehicular traffic on the street. Media for this project is open.

(See map #1 – N. Washington Street near Middle Lane)

2. North Washington Street Façade 2

3 architectural niches each approximately 10' x 16'

Budget \$60,000

The site is an exterior street level brick wall of a grocery store located on a very busy street. Media for this project is open.

(See map #2 - N. Washington Street near Beall Avenue)

3. North Washington Street and Beall Avenue Corner

Concave wall niche creates space for 2-D or 3-D work of art

Budget \$25,000

This street level site at a significant corner offers a mural or sculpture opportunity for primarily pedestrian viewing in an alcove at a major crosswalk and bus stop. The concave wall relates architecturally to the corner tower of the five-story building directly above.

(See map #3 – N. Washington Street and Beall Avenue)

4. Beall Avenue and Maryland Avenue (West Side)

Sculpture and/or wall treatment

Budget \$30,000

This site is at a major intersection, directly in front of the Rockville Regional Library (visible from the children's section of the library) and across the street from the entrance to a residential building. The site contains a curved seat wall within a small public gathering area. Artistic treatments of the seat wall and/or sculpture incorporated into the site will be considered. There is an opportunity that the artwork on this site may relate to the artwork at the same intersection on the east side; but this is not a requirement.

(See Map # 4 – Beall Avenue and Maryland Avenue)

5. Beall Avenue and Maryland Avenue (East Side)

Sculpture in coordination to fountain base

Budget \$100,000

This site is at a major intersection directly in front of the entrance to a residential building and across the street from the Rockville Regional Library. The site is within a small public plaza/gathering area. The base for the sculpture will be within the design of the fountain. Although the fountain will be designed by the developer, there must be collaboration with the artist for that design. There is an opportunity that the artwork on this site may relate to the artwork at the same intersection on the west side; but this is not a requirement.

(See Map # 5 – Beall Avenue and Maryland Avenue)

6. Rockville Pike Parking Garage Façade

Façade treatment

Budget \$80,000

This public art site is perhaps the most visible due to its dominant location on Rockville's main artery Route 355 and its proximity to the Rockville Metro Station. Tens of thousands of people will pass by each day. The art project is expected to address the wall area of the parking garage on upper floors. (There is a plan for a landscape/planting enhancement on the street level). The public art project must not overly restrict the natural lighting nor the airflow to the parking garage.
(See Map #6 – Rockville Pike)

7. **Middle Lane Mural**

Temporary mural/banner

Budget \$10,000

This exterior 40' x 50' brick wall will be a very prominent location until future development on adjacent property is completed (expected in 5 to 10 years) that will restrict visibility of the space. The site will serve as a first impression for many pedestrians and vehicles entering the area. A banner format is recommended for lower cost and to maintain easy of removal when the site changes.
(See Map #7 – Middle Lane)

8. **Maryland Avenue Sidewalks**

Surface grade art images interspersed within the sidewalk created out of individually laid pavers.

Budget \$40,000

This section of Maryland Avenue is an extension of an existing street that will become the new "main street" for Rockville's Town Center. This art project emphasizes the importance of the high volume of projected pedestrian traffic in the area. A focus on placement of discovery elements within sidewalk areas near street intersections where pedestrians will be gathered is an option.
(See Map #8 – Maryland Avenue)

9. **Newmarket Street**

Art experience based on discovery of a series of many separate elements

Budget \$40,000

Newmarket Street is a new one-block long street designed to be a busy retail corridor filled with activity and special interests such as restaurants with outdoor seating accommodations. This street will be closed at times to host special events. Mid-block it provides access to the new large public plaza. Working from the concept "Things left behind" the artist is challenged to create an art interaction that may best be experienced by returning to the site many times.
(See Map #9 – Newmarket Street)

OPEN COMPETITION Selection Process

- Artist submits materials of previous work for review.
- Artist Nomination Committee reviews applicants' materials and selects finalists. This committee is composed of representatives from the:
 - City of Rockville's Cultural Arts Commission
 - Art in Town Center Task Force
 - Rockville Town Square public and private investors
 - Outside art professionals
- Selection of 3-5 finalists for each project is targeted.
- Site visits will be arranged with finalists. After the site visit, artist will receive guidance about materials or themes.
- Finalists will be provided supplemental information on Rockville and an all-inclusive honorarium to develop a site-specific proposal.
 - \$500 for projects with budgets ranging from \$10,000 to \$60,000
 - \$1,000 for project with budgets ranging from \$80,000 to \$100,000
- Site-specific proposals are presented to the Artist Nomination Committee
- Artist Nomination Committee develops recommendation for selection of one artist
- Proposals are placed on public display and public comments are gathered
- Cultural Arts Commission makes an independent artist selection recommendation
- Recommendations from the project's Artist Nomination Committee and the Cultural Arts Commission as well as public comments are presented to the City of Rockville Mayor and Council for consideration and final award of the public art commission. NOTE: The selection of an artist's design proposal is wholly within the discretion of the Mayor and Council of Rockville. The City of Rockville reserves the right to accept or reject any or all of the proposals for any or no reason, and is under no obligation to commission a work of art from any submitted proposal.
- Selected artists are contracted through the City of Rockville

Submission Requirements

All artists applying must provide the following materials:

1. A one page cover letter that includes:
 - a. Contact information – name, address, phone numbers – home, work, cell, e-mail address, web site (if applicable)
 - b. Identification of which public art projects by name and number (1-9) that you are seeking consideration for
 - c. List of no more than five recent public art commissions and a reference/contact person and phone number for each project. Please note whether or not the project was completed on time and within budget, and if not, explain why. Please include reviews of listed projects.

2. Provision of up to 12 standard 35mm slides that are reflective your work. All slides must be numbered and identified with the artist's name and title of the work. Please submit slides in a standard 8 ½" x 11" 20 slide slip-sheet. Slides preferred. Examples of work in CD format is also acceptable.
3. Annotated slide list including title of work, medium, date, dimensions, location of installation, project budget.
4. Current resume highlighting site-specific commissions and public art commissions.
5. Supplemental written materials pertaining to previously completed projects that highlight site-specific commissions. This may include up to 12 color prints no larger than 8 ½" x 11" of previous works. All images must be identified by title of the work, medium, date, dimensions, location of installation, project budget.
6. Self addressed, stamped envelope appropriate for return of ALL submitted materials. (Artists not providing SASE are not guaranteed return of submitted materials.)

MAIL application materials to:

Rockville Town Square Art Projects
 Glenview Mansion at Rockville Civic Center Park
 603 Edmonston Drive
 Rockville MD 20851

DEADLINE for applications is postmarked _____

FOR MORE INFORMATION

Contact

- Arts Programs Supervisor Betty Wisda at 240-314-8681 bwisda@rockvillemd.gov
- Arts Programs Specialist Kathleen Moran at 240-314-8682 kmoran@rockvillemd.gov
- Check out the City of Rockville web site www.rockvillemd.gov

Rockville Town Square Public Art Projects Calendar

- _____ Application Deadline
- _____ Review of applications - Selection of finalists
- _____ Notification to finalists
- _____ Site visits by finalists
- _____ Finalists presentation of site- specific proposal to Artist Nomination Committee
- _____ Public display of proposals – public comment gathered
- _____ Review of proposals by Cultural Arts Commission
- _____ Presentation of all recommendations and comment to Mayor and Council for final award of public art commission

6

____ Artist Contract
____ Installation of public art commission

Public Art in Rockville Town Square

ATTACHMENT #2

PUBLIC ART SELECTION PROCESS

Excerpted from Art in Public Places Master Plan

City of Rockville Master Plan for the Art in Public Places Program

SELECTION PROCESS

In the selection process established for its AIPP program, the City of Rockville relies on citizen input and also benefits from outside professional advice given by art experts from the inception of any process. The City realizes that it is important that artists be encouraged to meet and interact with the community so that their work is not created in a vacuum, but is responsive to a particular neighborhood as well as to a specific site. By increasing community and business participation and interest, it is hoped that the works of art being installed and created for Rockville will, in the long term contribute to the general sense of belonging and pride Rockville's citizens have in their city. Both temporary and permanent art projects must facilitate a shared experience that reflects the diversity and vitality of Rockville.

The validity and success of the AIPP program is largely based on the nature and quality of the process and the people involved in the selection of commissioned works of art. In any of the selection processes outlined below, the City relies on the expertise of a panel combining both community representatives and art professionals.

- The community representatives' role is to provide knowledge about the attitudes, hopes, and concerns of the citizens of Rockville.
- The art professionals' role is to provide art expertise and guidance in the related fields and public art.

Any one of three types of selection processes may be used, based on a particular site or situation. Options include a Full & Open Competition, a Limited, Invitational Competition, or a Direct Invitation. The Arts Division staff makes a recommendation as to which selection process is most appropriate for a particular project. The CAC must review and concur with this recommendation.

Art Projects Selection Process Options:

Regardless of the scope of the art discipline (i.e. - visual, performing, literary, other) for an AIPP project, it is important that the City of Rockville implement a fair, effective, and efficient

selection process. The following selection options serve as the basis for establishing guidelines for selection for any AIPP art project.

1. **FULL & OPEN COMPETITION:** This is the most widely used and most equitable process. It solicits for artists' participation nationwide, with emphasis on regional and emerging artists.

- a. An artist nomination committee is established and is typically composed of:
 - Three local/regional art professionals (i.e., museum curators, designers, artists)
 - Two Cultural Arts commissioners (one of which will serve as chair/facilitator of the committee).
 - Two representatives of the neighborhood and/or user group site where the public art is to be located.

A representative of the Mayor and Council is welcome to serve on this committee and/or to participate at any stage of the process. A CAC representative will serve as the chairperson /facilitator of the artist nomination committee. City staff provides administrative and advisory support to the committee. Meetings are open to the public.

- b. The artist nomination committee visits the selected sites and/or reviews scope of project and surrounding neighborhoods, evaluating the opportunities and limitations of each project site and developing guidelines as to possible locations/use for the artwork(s) within the site, possible materials, appropriate scale, etc. These guidelines must be kept flexible, so as to not limit possibilities and to promote the artist's creativity.

- c. From the information gathered at the site meeting, the staff prepares a "Call For Entry," which advertises the competition and invites artists to participate. Key elements for each "Call for Entry" include but are not limited to establishing: location, media, budget, calendar/schedule for project, scope/theme, administrative and insurance responsibilities, requested materials (i.e. slides for visual artists, video for performing, published works for literary, and written materials to establish previous experience) sent

by the artists are received by staff and organized for presentation to the artist nomination committee at a second meeting.

d. At this second meeting, to which all interested neighborhood residents/site-users are invited, the artist nomination committee reviews the requested materials submitted and selects finalists for the project. Each finalist is given an honorarium to prepare a proposal (to include the project's concept, design or scope of shared experience, maquettes if appropriate and a detailed budget) for an artwork for a particular site. Artists are encouraged to visit the site and are given the opportunity to meet with representatives of the artist nomination committee and the staff to gather as much information as possible for the project.

e. At a third artist nomination committee meeting, each finalist makes a presentation of his or her proposal. The public also is invited to this meeting. The artist nomination committee has the opportunity to ask questions and to review, compare, and discuss the different aesthetic solutions presented by each artist.

f. The artist nomination committee then formulates a recommendation to be forwarded to the CAC.

g. The CAC, after review and discussion of the artist nomination committee's recommendation, formulates its own recommendation for the project. All recommendations are forwarded to the Mayor and Council for final action (i.e., approval and award of the project's commission).

h. Throughout the selection process of any AIPP project, all recommendations from each preceding review committee are documented and presented for consideration to the next reviewing group. It is essential that an understanding of the development of the project from its inception be a part of the ongoing selection process and final decision by the Mayor and Council. Each recommending body, however, functions independently,

and, with its additional perspective, may positively or negatively respond to any or all recommendations presented for its consideration.

Public Art in Rockville Town Square

ATTACHMENT #3

MAYOR'S INVITATION
LETTER TO
AITC TASK FORCE

June 2, 2004

[mail merge address list]

Dear _____ :

I am writing to request your participation in an exciting and important process to plan and select the public artwork for the new Town Square in Rockville Town Center. As you know a great deal of outstanding planning and design work has already been accomplished for the Town Center. This began with the new Town Center Master Plan (2001), followed by the Town Center Design Guidelines (2003). These planning efforts provided the foundation for the specific plans that have been approved for the development of our new Town Square. Each of these planning processes was driven by wide citizen participation.

Another recently completed study produced in conjunction with the Town Center redevelopment planning is the Rockville Town Center Recommendations for Arts and Arts-Related Activities. Our consultant team from Lee and Associates, Inc. met with a wide cross section of residents, business owners, and representatives from various boards and, commissions and committees to produce a report will provide the foundation for the work of the task force on which your participation is requested. This report presents an approach to art in public places that integrates art, urban design, and the quality of the pedestrian experience as a holistic concept.

The Art in Town Center (AITC) Task Force will be charged with developing specific recommendations for the permanent art installations in Town Center with primary focus on the Town Square block and immediate surroundings. The AITC Task Force will meet three times for initial planning:

Meeting #1 – Thursday, June 24 – 7:00 p.m. Rockville Civic Center – Cottage

Introduction and overview of the Lee & Associates plan, as well as presentations by design teams working with Federal Realty Investment Trust, including Streetworks, WDG Architects, and Selbert-Perkins. This will be an opportunity for all Task Force members to be briefed of the planning that has been done thus far.

Meeting #2 Thursday, July 8 – 7:00 p.m. Rockville Civic Center – Cottage

Analyze, prioritize types of art, locations, budgets for each location, plus other specific planning.

Meeting #3 Date/Time To Be Determined (Late August – Early September timeframe)

Presentation of a proposed plan for art installations based on recommendations developed in meeting #2, followed by Task Force discussion. The goal is to reach consensus among Task Force members for the artworks that will be solicited and installed in time for the

Art in Town Center Task Force
June 2, 2004
Page 2

Town Center ribbon cutting in 2006. This plan will be presented to the Mayor and Council for their comment and approval.

Following these three initial planning meetings, there will be opportunities to participate on art selection committees that will review proposals by artists for the various public art commissions. While we would enthusiastically welcome your participation on one or more of these committees, we are not asking for that commitment at this time.

I hope you are able to find the time in your busy schedule to participate on the Art in Town Center Task Force. Please let us know of your availability by contacting Arts Program Supervisor Betty Wisda by June 10. Ms. Wisda's phone number is 240-314-8681 and her e-mail address is bwisda@rockvillemd.gov.

I hope to see you at the groundbreaking ceremony for the new Rockville Town Square on Tuesday, June 15 at 9:30 a.m. Thank you in advance for your participation in this important task force.

Sincerely,

Larry Giammo
Mayor

cc: Councilmember Robert E. Dorsey
Councilmember John F. Hall, Jr.
Councilmember Susan R. Hoffmann
Councilmember Anne M. Robbins
Cultural Arts Commission
Catherine Tuck Parrish, Acting City Manager
Burt Hall, Director of Recreation and Parks
Art Chambers, Director of Community Planning and Development Services
Betty Wisda, Arts Programs Supervisor

Public Art in Rockville Town Square

ATTACHMENT #4

ART IN TOWN CENTER TASK FORCE

ROSTER

Art In Town Center Task Force Roster

John Moser
208 Upton Street
Rockville, MD 20850
301-424-8748 (h & f)
202-498-6616 ©
jomoser@earthlink.net

Sue Pierce
224 Watkins Pond Boulevard
Rockville, MD 20850
301-990-3222 (h)
sue@suepierce.com

Patricia Dubroof
408 Reading Avenue
Rockville, MD 20850
301-762-0239 (h)
pdubroof@aol.com

Steven Snapp
6 Harlow Court
Rockville, MD 20850
301-610-7523 (h)
srsnapp@earthlink.net

Bob Wright
209 Watts Branch Parkway
Rockville, MD 20850
301-279-8843 (h)
bob@bobwright.org

Nan Rael
804 Dryden Street
Silver Spring, MD 20901
ntrael@hotmail.com

George Northway
903 Leverton Road
Rockville, MD 20852
301-340-8879 (h)
georgebudget@earthlink.net

John Britton
203 Dale Drive
Rockville, MD 20850
301-340-2269 (h)
202-419-4218 (w)
jbritton@schnader.com

Phyllis Marcuccio
406 South Horners Lane
Rockville, MD 20850
310-762-3588 (h)
marcu@erols.com

Kate Savage
505 Bradford Drive
Rockville, MD 20850
301-294-9214 (h)
301-509-5600 ©
ptakate@hotmail.com

Deborah Moser
7902 Turncrest Drive
Potomac, MD 20854
301-983-1771 (h)
execdirector@rockvilleartsplace

Deborah Simon
10903 Lombardy Road
Silver Spring, MD 20901
240-888-2256 ©
debwayz@aol.com

Don Briggs
1626 East Jefferson Street
Rockville, MD 20852
301-998-8173 (w)
dbriggs@federalrealty.com

Sarah Tanguy
3103 17th Street, N.W.
Washington, D.C. 20010
202-462-6719 (h)
mail@sarahtanguy.com

Andrea Hartranft
113 S. Adams Street
Rockville, MD 20850
301-251-2858 (h)
703-684-6270 ext. 416 (w)
artraworks@msn.com

Joy Young
255 Rockville Pike, Suite L10
Rockville, MD 20850
301-424-3155 (w)
rockville@rockvillechamber.org

Jacques Gelin
105 S. Van Buren Street
Rockville, MD 20850
301-762-7147
gelinjac@erols.com

Burt Hall
Rockville City Hall
111 Maryland Avenue
Rockville, MD 20850
240-314-8602 (w)
bhall@rockvillemd.gov

Timothy Mount
30 Glenn Street
White Plains, NY 10603
914-949-6505 ext. 311
tmount@street-works.com

Charles Zucker
638 Eye Street, NW
Washington, D.C. 20001
202-466-6666 ext. 16
czucker@leeandassociatesinc.com

Cliff Selbert
Selbert-Perkins Design
11 Water Street
Arlington, MA 02476
781-574-6605 (w)
cselbert@spdwest.com

John Seeley
Selbert-Perkins Design
11 Water Street
Arlington, MA 02476
781-574-6605 (w)
jseeley@spdeast.com

Tolulope Odunlami
129 Johnson Drive
Rockville, MD 20850
tolanela@aol.com

Art Chambers
Rockville City Hall
111 Maryland Avenue
Rockville, MD 20850
240-314-8202 (w)
achambers@rockvillemd.gov

Betty Wisda
Glenview Mansion
603 Edmonston Drive
Rockville, MD 20851
240-314-8681 (w)
bwisda@rockvillemd.gov

Mike Henry
Rockville City Hall
111 Maryland Avenue
Rockville, MD 20850
240-314-8605 (w)
mhnery@rockvillemd.gov

Kathleen Moran
Glenview Mansion
603 Edmonston Drive
Rockville, MD 20850
240-314-8682 (w)
kmoran@rockvillemd.gov

Nancy Regelin
Shulman, Rogers
11921 Rockville Pike #300
Rockville, MD 20852
301-230-5224
nregelin@srgpe.com

Public Art in Rockville Town Square

ATTACHMENT #5

PUBLIC ART LOCATIONS IN ROCKVILLE TOWN SQUARE

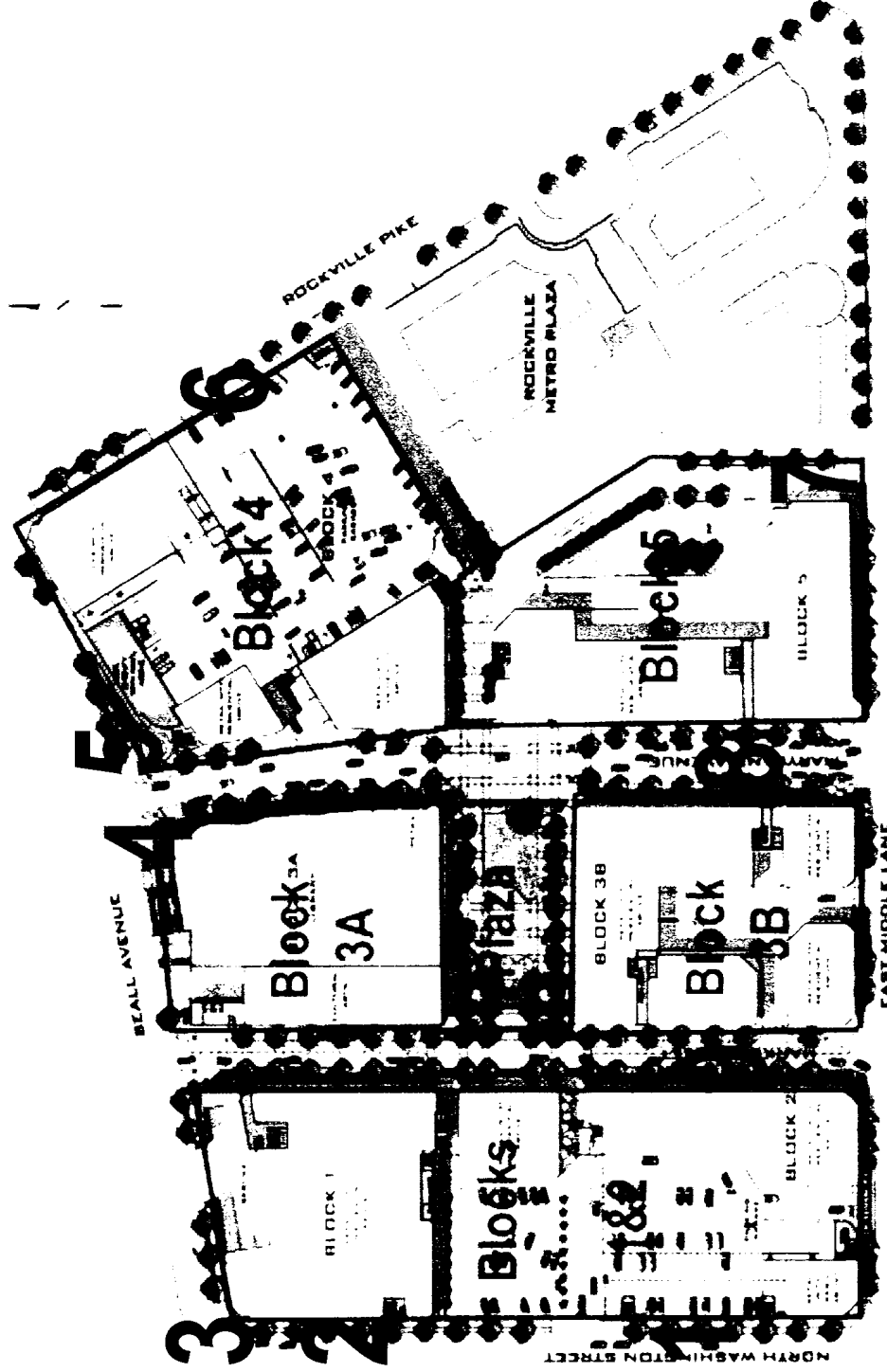
POWERPOINT SLIDES

Public Art Locations in Rockville Town Square



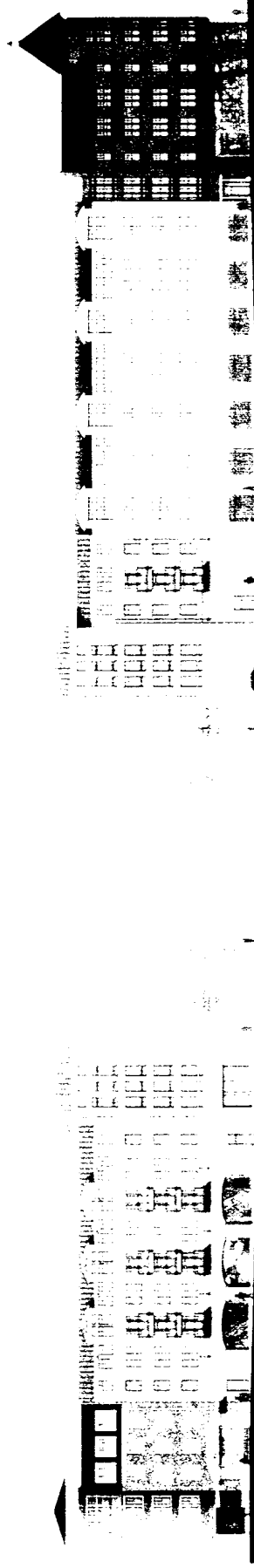
City of Rockville • Department of Recreation and Parks

Rockville Town Square Map



City of Rockville • Department of Recreation and Parks

N. Washington Street Elevation



3

2

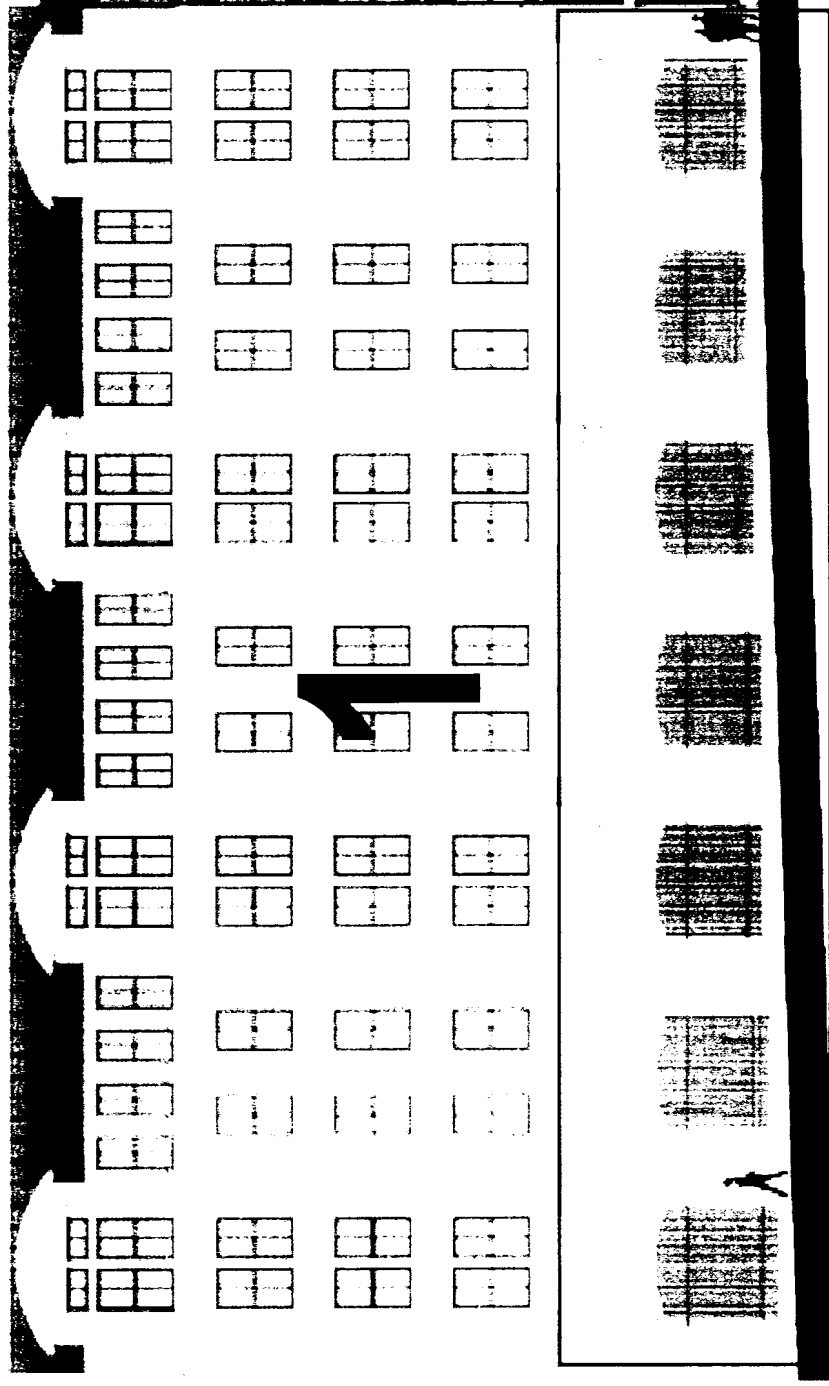
1



City of Rockville • Department of Recreation and Parks

12

N. Washington Street Façade

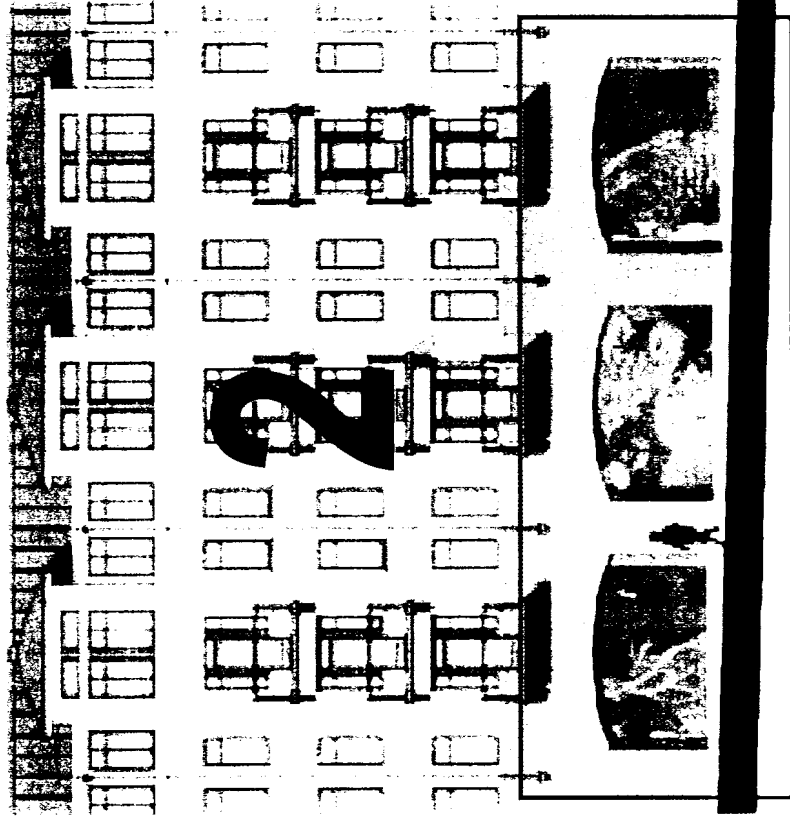


- 6 grills over parking garage
- Each open vent approximately 10' x 14'



City of Rockville • Department of Recreation and Parks

N. Washington Street Façade

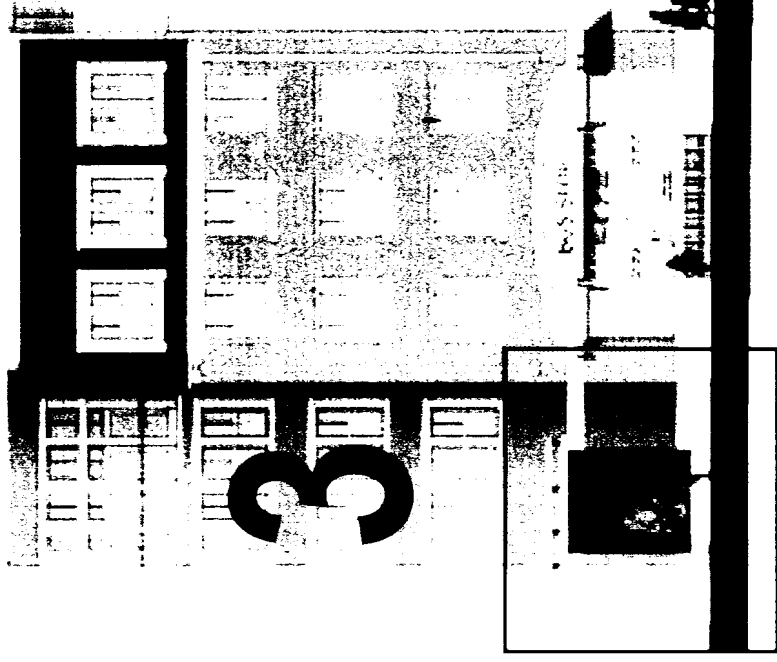


- 3 architectural niches each
- Each niche approximately 10' x 16'



City of Rockville • Department of Recreation and Parks

Corner of N. Washington Street & Beall Avenue Façade

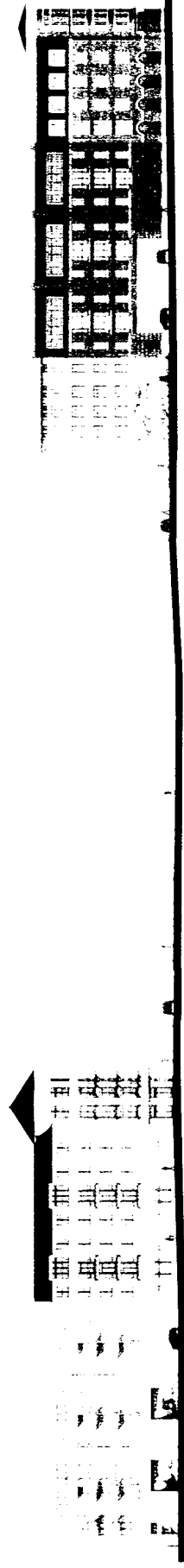


- Concave wall niche
- Space for 2-D or 3-D work of art



City of Rockville • Department of Recreation and Parks

Beall Avenue Elevation



5 4



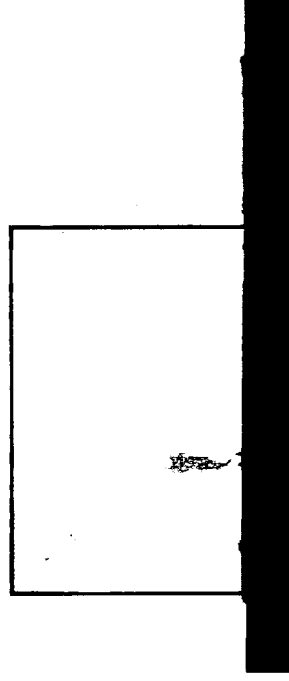
City of Rockville • Department of Recreation and Parks

25

Beall Avenue and Maryland Avenue (West Side) Façade

4

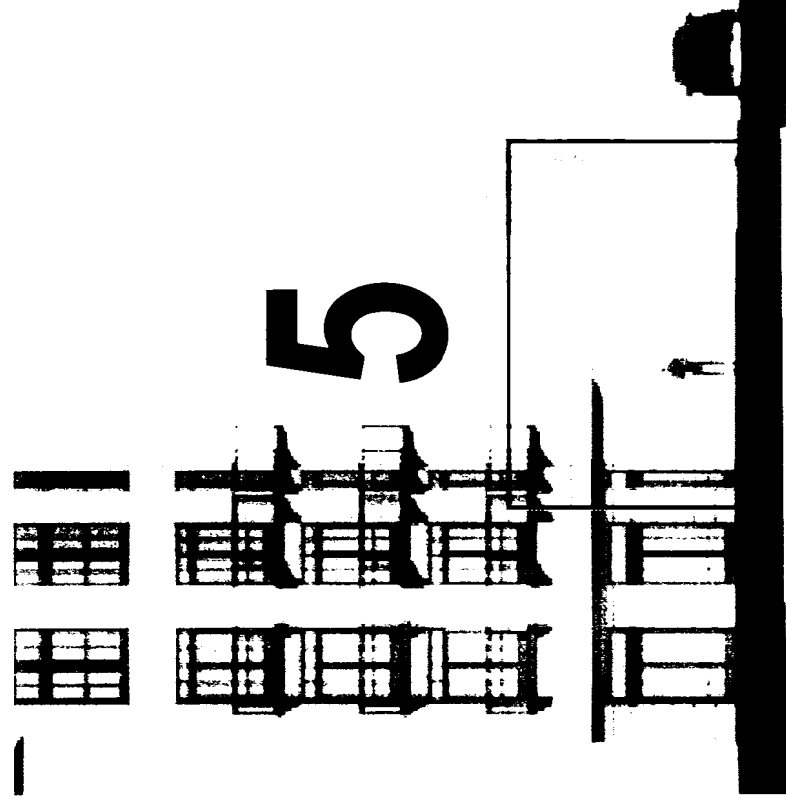
- Sculpture and/or wall treatment



City of Rockville • Department of Recreation and Parks

26

Beall Avenue and Maryland Avenue (East Side) Façade

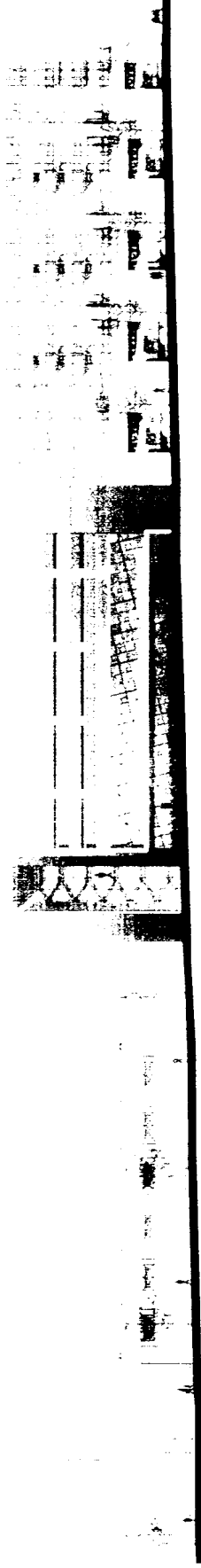


- Sculpture in coordination with fountain base



City of Rockville • Department of Recreation and Parks

Hungerford Drive Elevation



Scale 1" = 100'

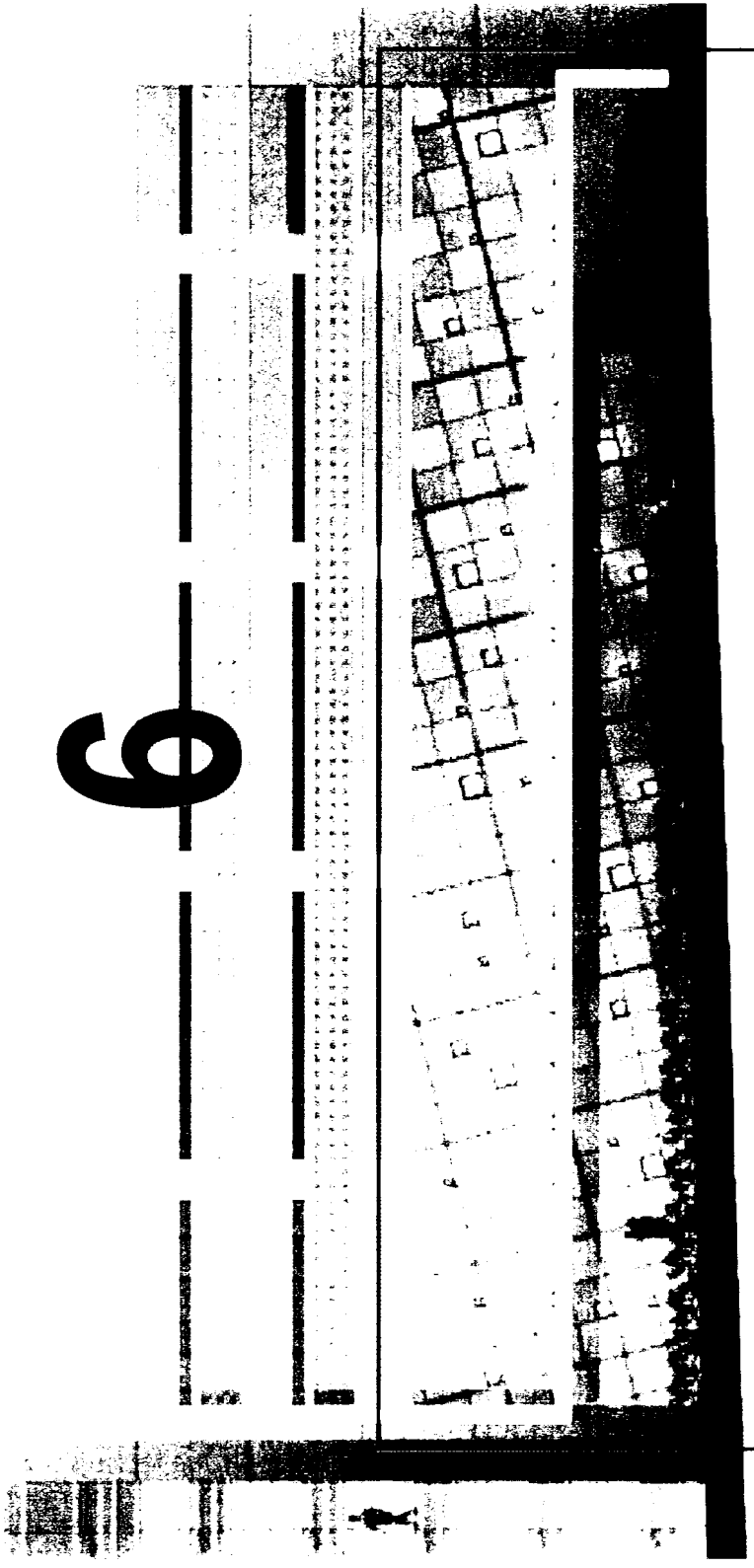
6



City of Rockville • Department of Recreation and Parks

88

Hungerford Drive Façade

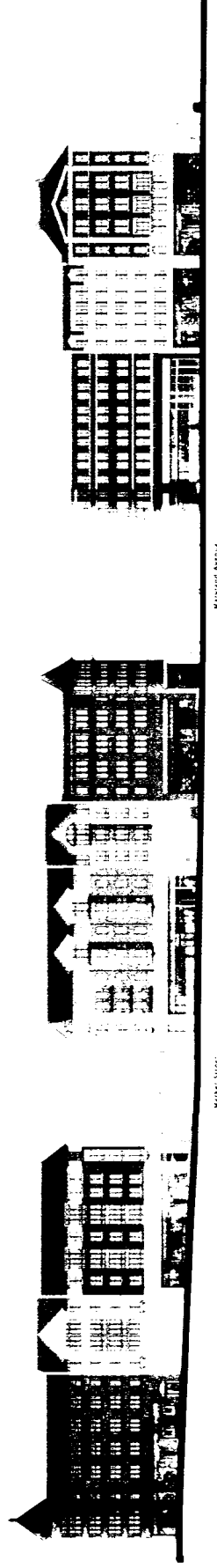


- Parking garage exterior/façade

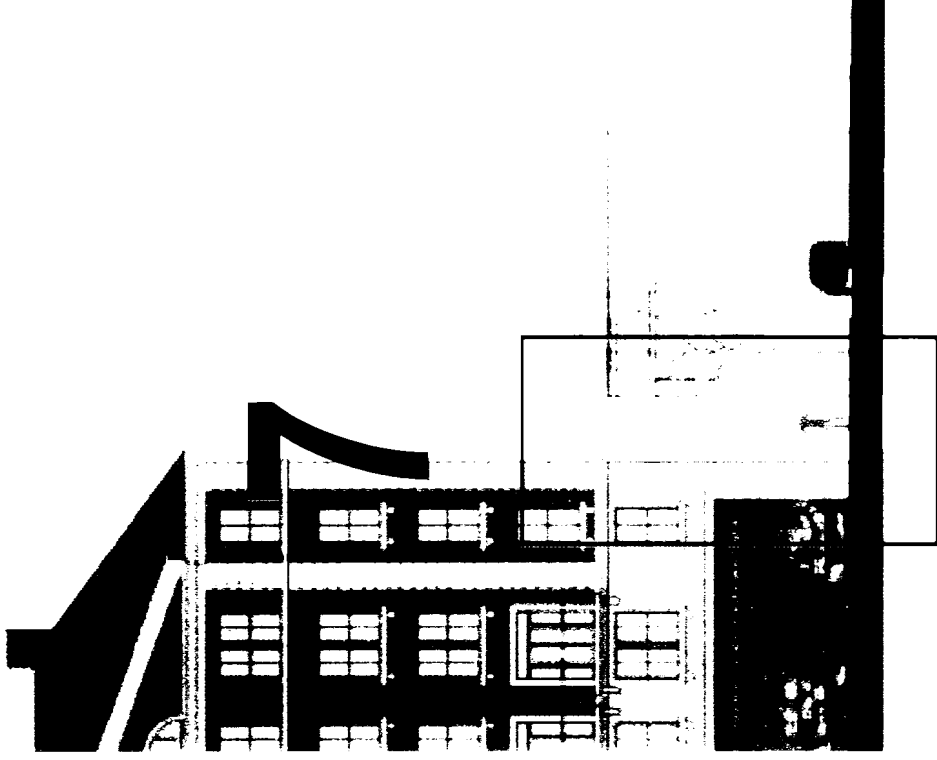


City of Rockville • Department of Recreation and Parks

E. Middle Lane Elevation



East Middle Lane Façade



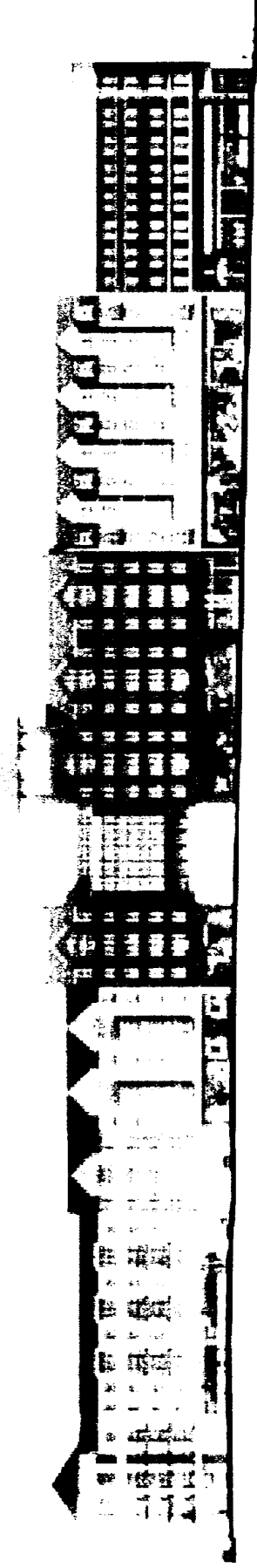
- Temporary mural/banner



City of Rockville • Department of Recreation and Parks

31

N. Maryland Ave. East Elevation



8

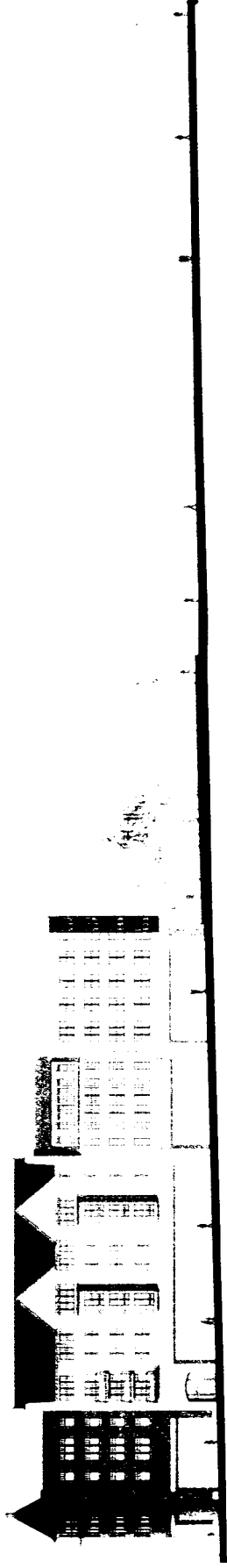
- Surface grade art images interspersed within sidewalk.
- Created out of individually laid pavers or other media; such as, tile and bronze.



City of Rockville • Department of Recreation and Parks

32

N. Maryland Ave. West Elevation



8

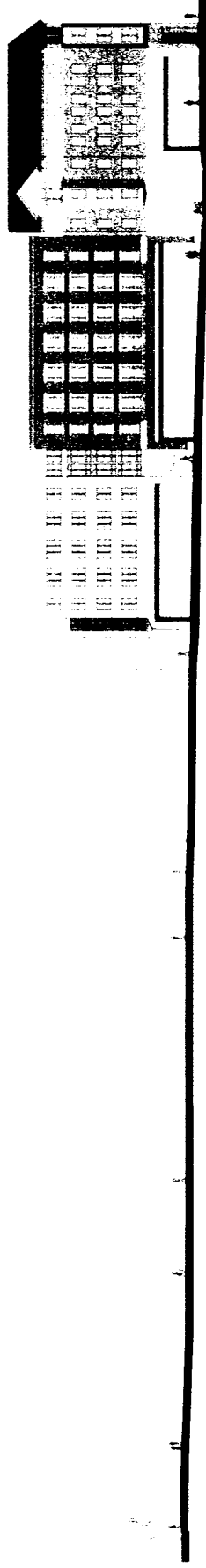
- Surface grade art images interspersed within sidewalk.
- Created out of individually laid pavers or other media; such as, tile and bronze.



City of Rockville • Department of Recreation and Parks

33

Newmarket Street East Elevation



9

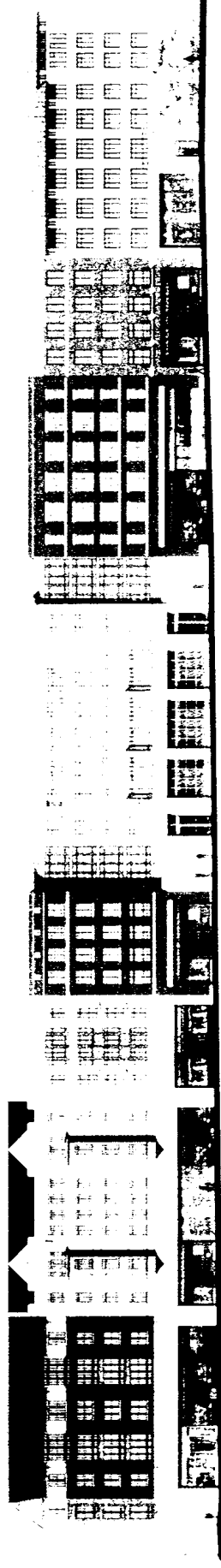
- Art experience based on discovery of a series of many separate elements. ("Things Left Behind" Theme)



City of Rockville • Department of Recreation and Parks

34

Newmarket Street West Elevation



9

- Art experience based on discovery of a series of many separate elements. ("Things Left Behind" Theme)



City of Rockville • Department of Recreation and Parks